



WOMEN IN BUSINESS

chocolate art

ANGELA HELLEMA of WILLIAMS CHOCOLATE

Photos by: Ryan Pfeiffer

Q. How did you get involved in the business?

I guess you can say I've always been a part of it. My parents started Williams Chocolate from the ground up when they came to Canada. My brothers and I spent a lot of our childhood playing amongst the skids of chocolate slabs, empty boxes and running back and forth from the production area and store. In my teenage years I would help out on weekends and the days leading up to a major holiday. It only came natural to start actually working full time at the factory when I graduated high school. After working a few years along side my parents I decided to take a break from the family business and explore other job opportunities and even left for a year to live in our families home town in the Netherlands as an au pair. Once returning from my year abroad I knew I wanted to work back in the family business and now 7 years later I'm doing what I always knew, I wanted to do.

Q. What makes Williams Chocolate stand out from the rest?

Quality, all natural, no preservatives, clean ingredients, Belgian Chocolate. All our products are made daily and on site! We can make just about anything, whether it's a butterfly for cupcake toppers or a hand-written plaque wishing a happy birthday. You can think it, we can make it!

Q. What Woman inspires you?

My mom. She raised 3 kids, built up a business from the bottom up along side my dad with nothing more then a single chocolate machine and a lot of hard work and determination. She ran a business by day, and a household by night with no other support but for the family she left back in Europe. My mom and my dad gave up everything to build up the business that's now been in business for 31 years. >>



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“
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can get in your way
of success, and if you
can make people
smile and satisfied on
the way, you’re doing
it all right!”
- Angela Hellema
of Williams Chocolate



Q. What was your dream job as a kid and why?

Growing up I always kind of knew in the back of my mind that I would have a role in Williams Chocolate, but I always thought I would do something with animals. A vet tech, equine massage therapist, even a dog groomer, but since my involvement in the company has grown over the years as long time employees retired including my mom, I’ve chosen to focus on the business I know so well and have as many pets as my house will hold.

Q. What aspect are you most excited about with your business?

The aspect of the business, I’m most excited about is the room for growth and the potential for bigger and better things in the years to come. Chocolate will always be an enjoyed treat by so many, and there is just so much more that can be made!

Q. What’s your most popular product/item?

It’s hard to narrow it down to one particular product that we are known for but if I had to pick a few things it would most definitely be our truffle logs, almond halves, mixed chocolates and of course our nut barks, ginger and orange peel!

Q. What’s one tip you would give to a woman wanting to become an entrepreneur?

It’s hard for me to give tips of encouragement because I didn’t have to go through the hardships of starting a business like my parents did, but if there is one thing I observed over the years shadowing my parents it is hard work and dedication that will always make you succeed. No one and nothing can get in your way of success, and if you can make people smile and satisfied on the way, you’re doing it all right! **b**

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